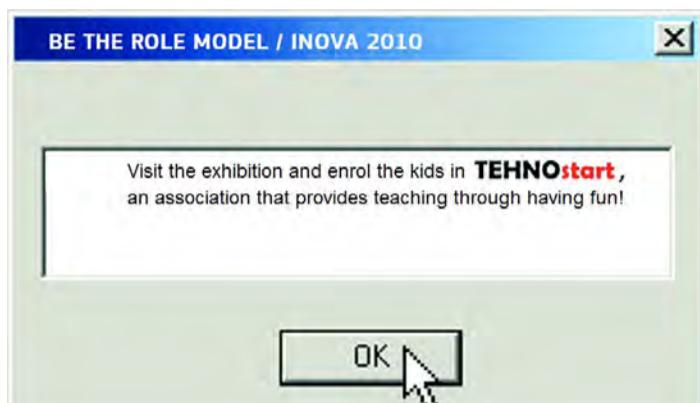


Osijek, 2 October 2010

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BE THE ROLE MODEL™ INOVA™

• EXHIBITION NEWSLETTER •
No. 3



Business Support on Your Doorstep

Medals and awards readily await the winners!

The award ceremony **BE THE ROLE MODEL/INOVA 2010** at Esseker Centre



The award ceremony in all categories is taking place today at 14.00 o'clock. Since the exhibitions **Inova** and **Be the Role Model** have been organised jointly, the medals and awards have a new design.

In charge of presenting the medals is the expert evaluation committee, constituted by Edita Štefančić, prof.PhD, the chairwoman, Srete Nikolovski, prof. PhD, Spomenka Kovač, prof.PhD, Ljiljana Pedišić, MSc, Filip Klajić, MSc, Ana Nikšić, MSc Specialization in Accounting, Auditing and Analysis, Jan Kedzierski, M.Sc. EE, Ismet Omerčehajić, MSc in Political Science, Kazimir Mihić, M.Sc. EE, Edo Musser, M.Sc. EE, Hrvoje Galičić, MSc in Economics, and Neven Marković, LLM.

**LET'S BE THE
ROLE MODEL**
by helping
those in need



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SATURDAY:

Today do not miss out on...

- ROBOTICS TOURNAMENT **BE THE ROLE MODEL™**
ESSEKER CENTRE, 10.00 – 14.00
- THE AWARD CEREMONY
INOVA™/BE THE ROLE MODEL™ – ESSEKER CENTRE, 14.00
- **TEHNOstart** PLAYROOM
ESSEKER CENTRE, 10.00 – 18.00

SUNDAY:

Today do not miss out on...

- ROBOTIC WEEKEND – PAMPAS, 10.00 o'clock
- THE EXHIBITION:
“CROATIAN INNOVATIONS THROUGH CENTURIES”
– PAMPAS
- A HUMANITARIAN ACTION



TERA MINI SUMO ROBOT CUP 2010

Interested in robotics? Check out the international competition MINI SUMO ROBOT CUP, taking place on Saturday, 2 October 2010 in Esseker Centre at 10.00 o'clock



The Cup is organised in cooperation with the Robotics Science Club "KoNaR" of the Wrocław University of Science and Technology in Poland, a regular guest in Osijek, **TEHNOstart** an association that educates the youth from Osijek in technology and entrepreneurship through having fun. Besides the competition, the Cup features various robots and models made by children and youth of all ages, from primary school pupils to university students.



ORGANISERS:



• EXHIBITION NEWSLETTER •
1st
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TERA TEHNOPOLIS – THE SUCCESS EQUATION



**Technology Development
Centre Osijek Ltd.**



Technology Transfer Office



On the path
to realise
our vision,
we encounter
numerous
difficulties!



European project for support
to small and medium-sized
enterprises in placing products
and services on foreign markets



Most Croatian small and medium enterprises are active on the Croatian market. Considering the current circumstances, the answer for overcoming the aggravating business conditions might be a more intense focus on foreign markets. With the help of the Enterprise Europe Network (EEN) and 600 partner institutions involved in the Network, TERA TEHNOPOLIS can provide support in connecting entrepreneurs with foreign partners. There is a great demand in the EU for Croatian products and services and contract negotiations are already underway. Entrepreneurs can use the EEN services free of charge, so TERA invites the region's entrepreneurs to contact them.

Cooperation with foreign partners is possible in both directions: placing products/services on foreign markets and identifying products/services for import. The EEN Network is the most important support structure in Europe and is based on the "one-stop-shop" concept. Besides TERA, members of the EEN Croatia are other regional partners in Varaždin, Split, Rijeka, and Zagreb, while the Croatian Chamber of Economy acts as the Network coordinator.



**Science and
Technology Park
TEHNOPOLIS
OSIJEK**



• TENANTS OF THE TERA INCUBATOR •

Osijek's department of the Five Minutes company is one of the few software testing service providers in Croatia



Five Minutes, a company specialised in developing social networks and mobile services, owns a department specialised in software products testing, based in Osijek. Software services being tested in Osijek are used by tens of thousands of people from Great Britain, through Germany, to Italy and Greece in around fifteen European countries. "The biggest project we are currently working on is 'Vodafone Music' that includes a wide spectrum of musical services, and which is, for Vodafone mobile operators, being developed by Real Networks, one of the world's leading companies in the field of Internet videos and music", says Davor Banović, head of the department. "We also

test our own products, the greatest of which is ShoutEm, a platform for creating easy social networks with all the advanced functions offered by servers like Twitter or Facebook." ShoutEM is the latest product from the workshop of Five Minutes and the proof of its popularity is the fact that there are more than 10,000 networks based on ShoutEm. Also, in 2010 a reputable world magazine declared this project as one of the 5 new Web 2.0 projects worth being looked into. The quality assurance department of the Five Minutes company is responsible for spotting errors on these global servers long before they become a burden to the users, since the errors found by users themselves are still the most expensive. However, their most important task is to assess which features of a software have a potential to be improved in order to give the users the best service quality. Since

software quality assurance is one of the less developed IT activities in Croatia, there is a lot of room for growth. The company expects new business with global and domestic producers and software purchasers, especially in the field of social networks, geolocation servers, and video and music streaming servers. This year we organised the first Croatian conference on software testing. The conference was held in Osijek, with the support of TERA TEHNOPOLIS Ltd. and the Enterprise Europe Network. Around forty participants, software testers, programmers, and software enthusiasts participated in the conference. The success is attested by the participants themselves, who expressed the desire to continue gathering at this conference in Osijek, which encouraged the organisers and gave us the hope for ViaQA 2011 conference, says Davor Banović on behalf of the Five Minutes company.

AGRICULTURAL EQUIPMENT CLUSTER Ltd.

The Agricultural Equipment Cluster started its operational activities in April 2007, under the operational direction of the CEA National Centre for Clusters, with the support of Osijek-Baranja County, City of Osijek, European Commission, and the Ministry of Economy, Labour and Entrepreneurship.

The initial initiative was oriented on recognising the interests of businesses and products with a potential for development and production of agricultural equipment and its parts, for both domestic and foreign market. Within the cluster formation initiative, a contact with 81 companies and 2 scientific institutions was established, out of which 42 enterprises in total signed a letter of intent for possible inclusion in the cluster, with most of the enterprises being based in Osijek-Baranja County. The cluster members during this period employ 3,843 workers in total. Besides manufacturing companies, they also contacted scientific research institutions and development institutions, such as the Technology Development Centre Osijek, Faculty of Economics in Osijek, and Faculty of Agriculture in Osijek - Department for Mechanization in Agriculture, as well as companies whose core business consists of designing, development, high technology services in general, and high-value added products, which is recognised as one of the key aims of this cluster, says Željko Erkapić MSc, the cluster manager. The production of agricultural machinery, as a very significant aspect within the agricultural production, cannot be observed as an independent variable. The fact is that agricultural production in Croatia is going through difficulties and is confronted with great challenges in conditions that must be fulfilled in contemporary integration

processes that will eventually, with a variety of other adjustments, result in Croatia becoming a member of the EU.

As an unstoppable process, globalisation causes possibly the greatest amount of fear and disturbances in the agricultural production segment. It is important to mention that agricultural production nowadays and family farms that should carry the new development in organisational, structural, and technological, financial, and every other sense, generally suffer from significant disorders, illogicality, and systematic indeterminacy, and thus reduced market competitiveness, compared to the average picture of the same production in the EU. Several enterprises that have for many years been profiled as producers of professional and recreational equipment – agricultural machinery, interchangeable machinery, and agricultural production equipment, from ploughs, seed sowing machines, harrows, planting machinery, rotary cultivators, mineral fertilizer spreaders, sprayers, cultivators to manufacturers of skidders and combine harvesters are active in the Croatian Agricultural Equipment Cluster. There are also several manufacturers that foster a programme orientation of machinery and equipment production from the, so called, weekend-programme. Furthermore, a great number of companies has substantial capacities in toolmaking, metal machining, as well as iron casting and production of different kinds of castings for various programmes, from shipbuilding and automotive industry to municipal programme and consumer goods. Some enterprises are involved in service business and finished product manufacturing for the established world brands (Honda, YAMA, MTD).



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PHOTO REPORT INOVA™/BE THE ROLE MODEL™

2 October 2010



BE THE ROLE MODEL™,
INOVA™ looks
after the environment by
taking special care
in poster making



The easiest way
to find a new
entrepreneurial
idea is to get help
from the
Enterprise
Europe Network



Student business plans are an important part of the exhibition



Insanely good WiFi
and PC playroom
TECHNOstart

enterprise
europe
network

Business Support on Your Doorstep

od inovacije do profitabilnosti
www.tera.hr



The "Croatian Innovators through Centuries"
exhibition is very well attended



THE TECHNOstart TEAM'S ROBOTS



Bible games were a great hit among the youngest



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BE THE ROLE MODEL™



The evaluating jury has been very busy



A great innovation example coming from the University



The
Entrepreneurship
Academy was
created for small
and medium
entrepreneurs
during the
economic crisis



This year,
citizens of
Osijek can
participate in
a humanitaria
n action once
again



PRE-MU-DRA CONNECTION assembly
of bilateral business talks where the
Tera incubator tenants made numerous
perspective business contacts



Exhibitors from Romania

ROBOTIC WEEKEND

KONAR WROCLAW



Visit the exhibition of robots and models that is taking place on Sunday 3 October 2010 at the Pampas Fair Site in Osijek at 10.00 o'clock. The demonstration is going to be held in cooperation with the Robotics Science Club "Ko-NaR" and **TECHNOstart**, an association that educates the youth from Osijek in technology and entrepreneurship through having fun.



INTERNATIONAL EXHIBITION OF INNOVATIONS, PROTOTYPES AND STUDENT BUSINESS PLANS



ESSEKER CENTRE

	02.10.2010, SATURDAY
10,00 – 16,00	Exhibition of innovations, prototypes and student business plans ROBOTS/MODELS 2010: model presentation, playroom ROBOTIC TOURNAMENT Student presentations in the BEST ELEVATOR PITCH category Enterprise Europe Network – EEN: Possibilities of placing a product on the European market
14,00 – 15,00	The Award Ceremony in categories: innovations, prototypes, student business plans, and Best Elevator Pitch
15,00	Banquet
10,00 – 16,00	Humanitarian action LIONS CLUB Osijek-Waldinger, NCLC KUNA, CLC UNIVERSITAS and Agricultural and the Veterinary School in Osijek
16,00	Closing Time
	THE OSIJEK FAIR
10,00 – 19,00	Pampas, Petefi Šandora bb, Osijek, 30 September – 3. October 2010 / working hours: 10.00 – 19.00 30.09. – 03.10.2010, THURSDAY – SUNDAY
	Exhibition: Croatian Inventors through History in cooperation with the State Intellectual Property Office Humanitarian action LIONS CLUB Osijek-Waldinger, NCLC KUNA, CLC UNIVERSITAS and Agricultural and the Veterinary School in Osijek Info Desk Enterprise Europe Network – EEN: Possibilities of placing a product on the European market
19,00	Closing Time
	01.10.2010, FRIDAY
10,30 – 15,30	EEN – PRE-MU-DRA Connection: bilateral business talks
	03.10.2010, SUNDAY
10,00 – 12,00	Robotic Weekend – demonstration ROBOTS/MODELS 2010
	TERA INCUBATOR
10,30 sati	Trg Ljudevita Gaja 6, Osijek, 28 September – 1 October 2010 Entrepreneurship Academy: Programme for supporting small and medium enterprises during the economic crisis Lectures / 1 October 2010 / Friday / TERA / conference room 3 Topic: New entrepreneurship support programmes (EEN, GREEN, POC, TEHCRO), TERA TEHNOPOLIS
11,00 sati	Topic: The Croatian Bank for Reconstruction and Development (HBOR) Credit Schemes
11,30 sati	Topic: The new Labour Law in practice, Croatian Employers' Association (CEA)
12,00 sati	Topic: Training for work without established employment relationship
12,30 sati	Support for preserving employment, Croatian Employment Service (CES) Topic: From the rural economics, Faculty of Agriculture in Osijek
	Open Days of TERA Incubator: Individual consultations with representatives of the TERA Incubator companies
10,00-16,00	30 SEPTEMBER – 1 OCTOBER 2010 / THURSDAY AND FRIDAY / 10.00 – 16.00 Topic: Legal advice on the labour legislation, Croatian Employers' Association (office 5.11) Topic: Education, Croatian Employers' Association (office 5.11) Topic: Marketing in small and medium sized enterprises, Mirakul (office 5.10) Topic: Forensic DNA analysis, Genos Ltd. (office 5.15) Topic: Concept interior design – an efficient use of space, Studio Karizma Ltd. (office 5.19) Topic: Obtaining building permits, Vitez projekt Ltd. (office 5.3) Topic: Industrial product labelling, INFO Ltd. (office 5.3) Topic: Smart toys, Secure plus Ltd. (office 5.16)



Radoslav Galic,
prof.PhD

The Lions award the best in environmental protection

The association of the Lions clubs – Distrik 126 Croatia awards students that wrote the best business plans in the field of environmental protection. The total prize fund is HRK 6.000 and the awards are gonna be handed by Radoslav Galic, prof.PhD, the dean of the Faculty of Electrical Engineering in Osijek.

PSC Osijek and Be the Role Model a lasting partnership

The aim to be achieved by promoting entrepreneurship among the student population and trainings in business plans and entrepreneurial projects writing is to improve the entrepreneurial activity of the region and enable a long-term strengthening of small and medium entrepreneurship. A car dealing company PSC Osijek has been supporting the Be the Role Model project and providing the students with valuable awards for five years in a row. This year, the students are competing in 2 categories: A) the best business plan, awarded with

the use of a sponsor's Opel Corsa for a month and B) the best business plan presentation. The award-winning business plans come from the Faculty of Agriculture and the Faculty of Food Technology Osijek. Students receive an opportunity to review their own entrepreneurial ideas, education, and entrepreneurial activities training. The sponsor's vehicle award is complemented by incubation in TERA incubator for up to 6 months and training within the PUMA manager training programme by the Croatian Employers' Association (CEA).

INTERVIEW: Domagoj Mikulić drove an Opel Astra by PSC Osijek after the BE THE ROLE MODEL 2009

Be the Role Model is a prominent international exhibition of innovations and student business plans. The most recent "Be the Role Model" competition was held last year, from 1.10. to 4.10.2009. I was one of many participants and I won the first place award in the BE THE ROLE MODEL 2009 student business plan category with the "Interactive CD Postcard" business plan. What encouraged me to write the business plan on CD postcards was an insight into the outdated and depleted, wrongfully neglected, tourist offer in Osijek and the surrounding rural areas. The idea just popped into my mind, while the creation of the business plan required a lot of work, time, and effort. However, learning that I won the first prize, what I was secretly wishing for, everything else was overshadowed and I was satisfied and proud of my success. Besides the diploma and a gold medal, both of which still decorate the wall in my room, I got an opportunity to use an Opel Astra for a month, which made me extremely happy. In addition, I received 6 months of incubation in TERA Incubator and an experience that provided me with a variety of information on possibilities of independent re-



search and the functioning of the economics part of a production process. I was extremely glad that the event had a media coverage, which provided the others with an opportunity to see my success. I am very honoured by the professors' interest in my achievement because they now see me as a hardworking student who is always looking for new challenges. Encouraged by this victory, I am definitely going to try out in new competitions, where I will also do my best, since nowadays we can make progress only by continuous commitment and learning. I recommend to all those who consider themselves brave and diligent enough to participate in this kind of a competition because the feeling you get when they read your name as a winner is indescribable and can never be forgotten. ■

Entrepreneurs, visit the INOVA / BE THE ROLE MODEL exhibition today and identify projects for new business cooperation

The exhibition in Esseker Centre will display over a thousand technological profiles, i.e. various demands for products, services, technologies or research and development in several fields of industry: food technology, agriculture, civil engineering, information technology and services, textile industry, wood industry, environmental protection and the efficient use of energy. The demand comes from the EU market. Therefore, companies from the region, faculties, and research centres are invited to Esseker Centre, where they can get information on potential business areas. Use this opportunity to identify business opportunities to establish a new business cooperation

